


REMARKS

The Advisory Action mailed on August 11, 2006 asserts that "[t]here is no support found in the original disclosure for 'earmarked' and 'non-earmarked' coupons" (Advisory Action, p. 2, para. 2). In response thereto, Applicants have amended claims 22, 36, and 49 to define that "said optimization parameters comprise ... whether at least one particular coupon should be included, [and] whether at least one particular coupon should not be included". Furthermore, claims 67, 68, 69, and 70 have been amended to define "optimization parameters comprising ... whether at least one particular coupon should be included, [and] whether at least one particular coupon should not be included". Such features are discussed in paragraph 0078 of Applicants' disclosure using similar language.

Thus, the claims have been amended to overcome the rejections. In view of the foregoing, the Examiner is respectfully requested to reconsider and withdraw the rejections to the claims. Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary. Please charge any deficiencies and credit any overpayments to Attorney's Deposit Account Number 09-0441.

Respectfully submitted,

Dated: 9/5/06


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